

Grant County
Quit Line Data Summary
July 1 - September 30, 2003

	County	State
Number of Calls to Quit Line	N = 30	N = 2,935
Percent of Statewide Calls	1.2%	100.0%
Percent of State Population in County¹	1.3%	100.0%

	County %	State %
Gender	N = 29	N = 2,565
Female	82.8%	63.8%
Male	17.2%	36.2%
Race/Ethnicity	N = 24	N = 2,185
People of Color	12.5%	13.0%
White	87.5%	87.0%
Age	N = 28	N = 2,379
Less than 18 years old	0.0%	1.7%
18 - 24 years old	10.7%	15.7%
25 - 34 years old	21.4%	23.3%
35 - 44 years old	21.4%	26.0%
45 years and older	46.4%	33.2%
Education	N = 26	N = 2,267
Did not graduate high school	19.2%	19.5%
High school graduate	38.5%	33.3%
Some college/vocational school	15.4%	35.3%
College graduate	26.9%	11.9%
Caller Type	N = 30	N = 2,685
General Information	10.0%	10.5%
Health care provider	0.0%	3.2%
Tobacco user	90.0%	86.3%
Payer Type	N = 20	N = 1,774
Insured	45.0%	29.4%
Uninsured	20.0%	30.4%
Medicaid	35.0%	40.2%
Heard About	N = 23	N = 2,220
Past caller	4.3%	14.0%
Employer/worksites	8.7%	1.1%
Health care provider	52.2%	29.8%
Television	8.7%	13.7%
Outdoor advertisement (billboard/bus/wall)	0.0%	4.7%
Targeted mailing	0.0%	0.0%
Great Start	0.0%	0.1%
Radio	0.0%	1.1%
Newspaper/Magazine	0.0%	0.5%
Brochure/Newsletter	8.7%	5.6%
Family or friend	13.0%	24.7%
Health Department	4.3%	4.1%
School	0.0%	0.6%